Sports Integrity – Multi Agency Approach

Mike O’Kane
Chairman - ESSA
ESSA

Å Established in 2005 as an industry led early warning system to reduce the potential impact of unusual/suspicious betting activity.

Å Builds upon the integrity systems of each operator to identify risk customers and transactions.

Å Provides the betting industry with a unified position on sports integrity.

Å Represents some of the major retail and online operators.

Å Has established relationships with major sports organisations and gambling/betting regulators.
Corruption – A challenge for sport

• Corruption in sports can cover a number of areas of activity.

• Insider information around team or participants provides an advantage around knowledge of performance.

• Match-fixing provides certainty of outcome.

• Corruption in sport has a reputational and financial impact on sport and betting operators.

• Corruption finds opportunity from poor sports governance.
Role of ESSA Alert System

- Operators have sophisticated “Know Your Customer” anti-money laundering protocols.
- Trading risk systems focus on events and customers.
- ESSA’s alert platform delivers early identification of integrity concerns.
- Protects betting operators and their customers from corruption and crime.
- Provides sports partners with transactional data for investigation.
- Provides betting regulators and law enforcement with expanding integrity reporting.
ESSA Alerts

Trading Risk Managers identify unusual activity

Shared with all ESSA members trading teams

Head Bookmaker examines evidence and advises

Suspicious activity confirmed

Sport/ Regulator

Not confirmed

Event/ team/ participant/ customers logged
Which solutions can protect

- Risk based approach identifies weaknesses:
  - Some sport governance standards are poor.
  - Financial gain to corruptors and participants can be large.
  - Low risk of detection/action by sport or law enforcement authorities.

- Monitoring systems:
  - Market analysis.
  - Transactional analysis.
  - Regulator systems.
  - Law enforcement intelligence systems.
Multi Agency Approach

- Criminal activity flourishes where opportunity lies – measure risks.
- Licensed and regulated operators can provide solutions to illegal betting and gaming.
- International co-operation between operators, regulators and sport. Data sharing within a national platform.
- Evidence and risk based approach to regulatory and legislative framework.
- International sports governance templates to be applied and enforced.
- Operators to participate in global integrity data sharing.